

Post-Graduation Survey Graduate Class of 2007

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Post Graduation Survey Graduate Class of 2007

Introduction

At commencement each year, Career Services surveys Emerson graduates about their career plans following graduation. This report summarizes the responses received from degree recipients of the class of 2007. The information presented can be helpful in identifying trends in employment, salary, and job search strategies of recent Emerson graduates.

Methodology

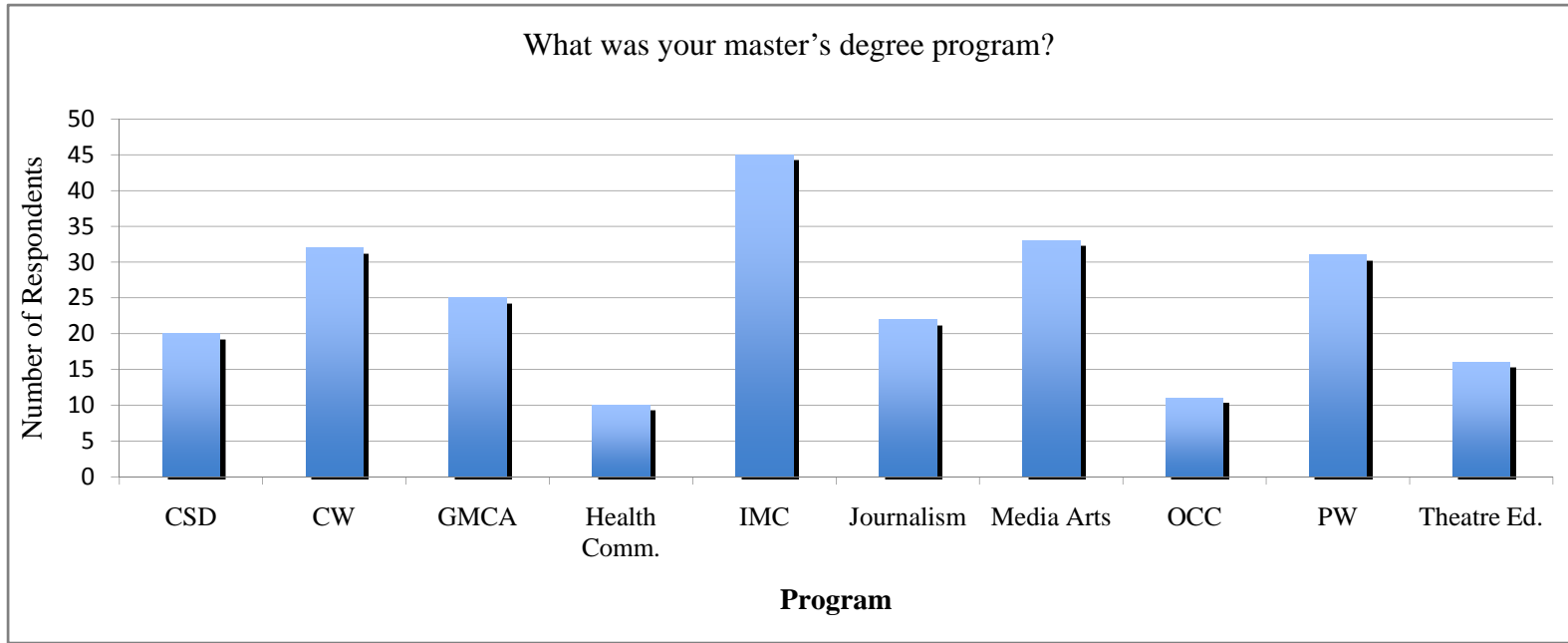
Emerson College's class of 2007 was surveyed during the period spanning May 1, 2007 through June 14, 2007. Non-respondents and respondents who did not indicate employment were surveyed again six months later (December 2007 through January 2008) by email.

Approximately 57% of the 2007 graduate degree recipients responded to this survey. Please note the following data reflects this population.

Percentages were calculated by number of responses per survey item.

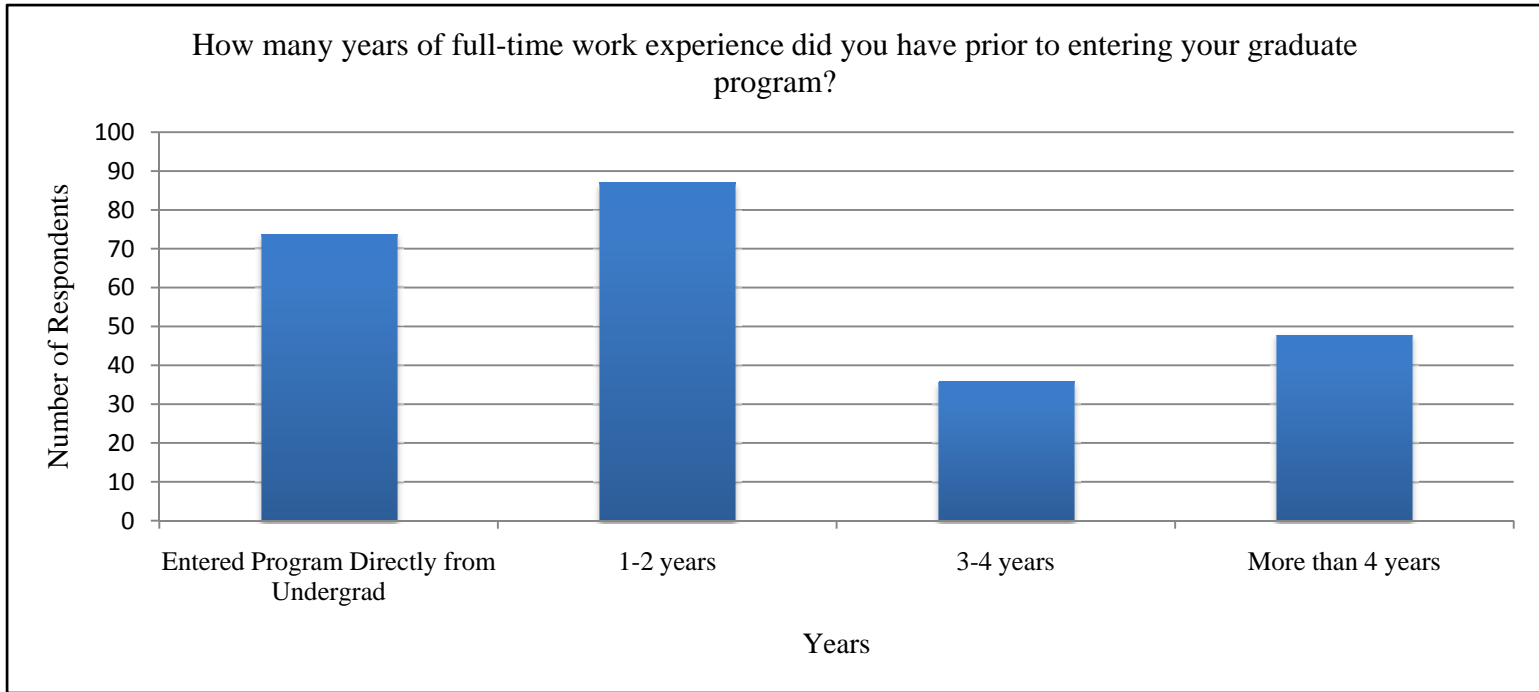
Summary

- Received a 57% response rate from the Class of 2007. 433 graduate degrees were conferred. Total number of survey respondents was 245.
- 51% of respondents indicated having post-graduation plans. 43% of respondents cited employment. From those who indicated employment, 65% reported their job was directly related to their major. 28% reported their employment was somewhat related.
- 2% reported enrolling in graduate or professional school
- 2% planned to travel or take time off
- 4% reported participating in a post-graduation internship
- The top 5 industries of employment:
 - Marketing
 - Writing and Publishing
 - Advertising
 - Public Relations
 - Education & Teaching
- 49% of respondents reported participating in an internship before graduating



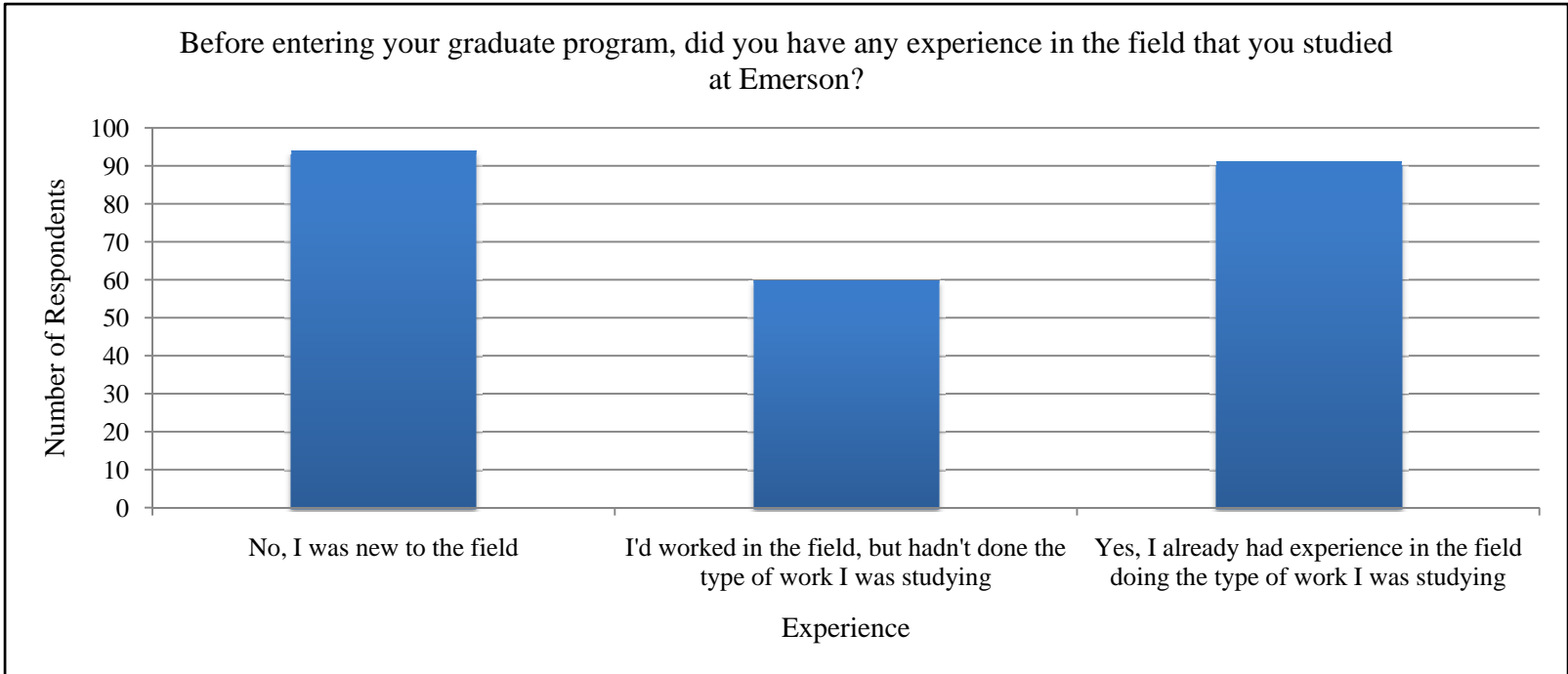
What was your master's degree program?

Program	Number of Respondents	Percentage
Communication Studies & Disorders	20	8%
Creative Writing	32	13%
Global Marketing Communication & Advertising	25	10%
Health Communication	10	4%
Integrated Marketing Communication	45	18%
Journalism	22	9%
Media Arts	33	13%
Organizational & Corporate Communication	11	4%
Publishing & Writing	31	13%
Theatre Education	16	7%
Total	245	100%



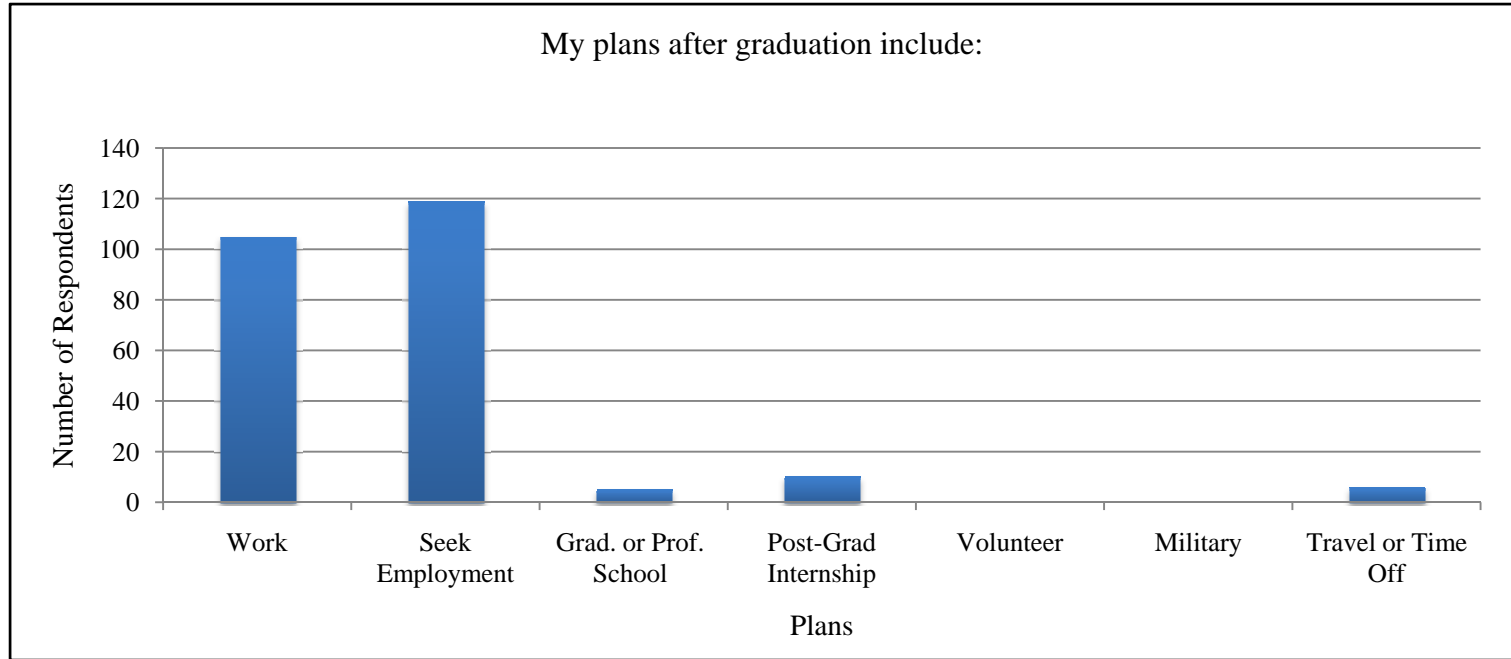
How many years of full-time work experience did you have prior to entering your graduate program?

Years	Number of Respondents	Percentage
Entered Program Directly from Undergrad	74	30%
1-2 years	87	36%
3-4 years	36	15%
More than 4 years	48	20%
Total	245	100%



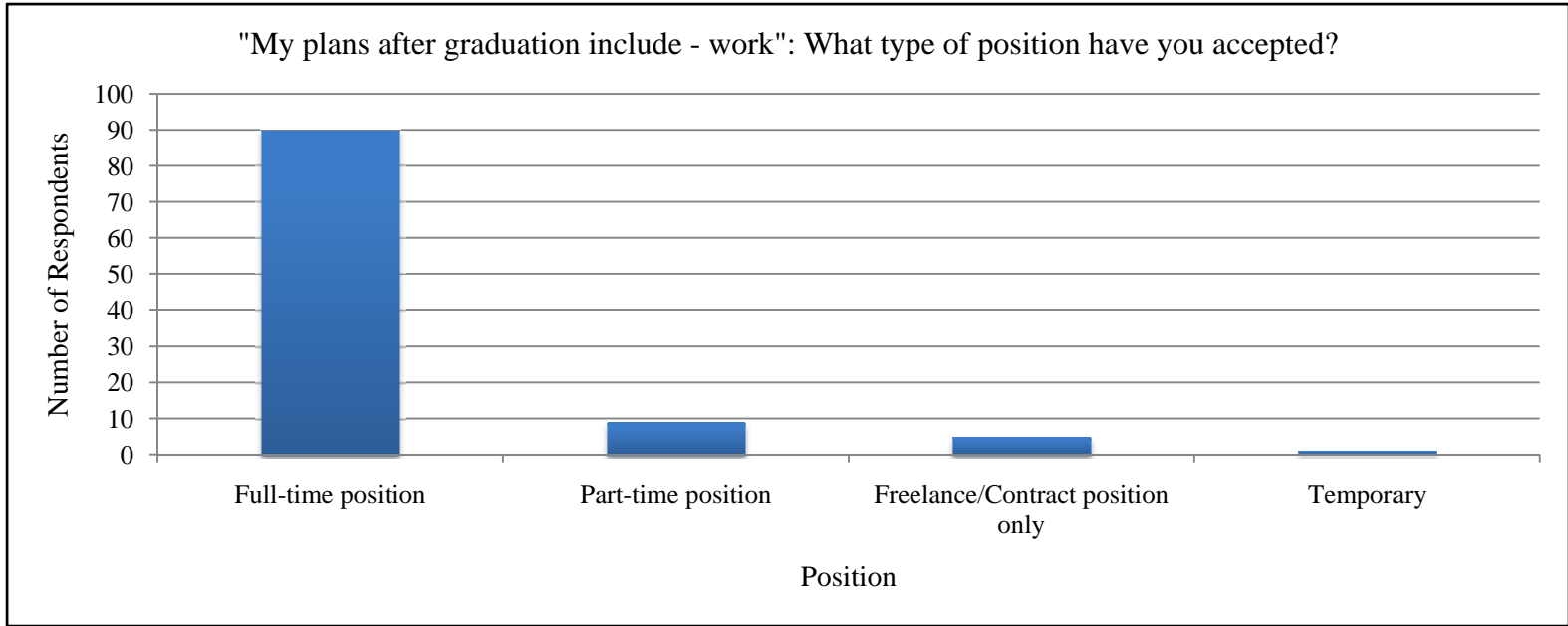
Before entering your graduate program, did you have any experience in the field that you studied at Emerson?

Experience	Number of Respondents	Percentage
No, I was new to the field	94	38%
I'd worked in the field, but hadn't done the type of work I was studying	60	24%
Yes, I already had experience in the field doing the type of work I was studying	91	37%
Total	245	100%



My plans after graduation are to:

Plans	Number of Respondents	Percentage
Work - I have currently accepted a position	105	43%
Seek employment - I am currently job searching	119	49%
Enroll in graduate or professional school or other training	5	2%
Participate in a post-graduation internship	10	4%
Do volunteer work	0	0%
Enter the military or begin military training	0	0%
Travel or take planned time off	6	2%
Total	245	100%

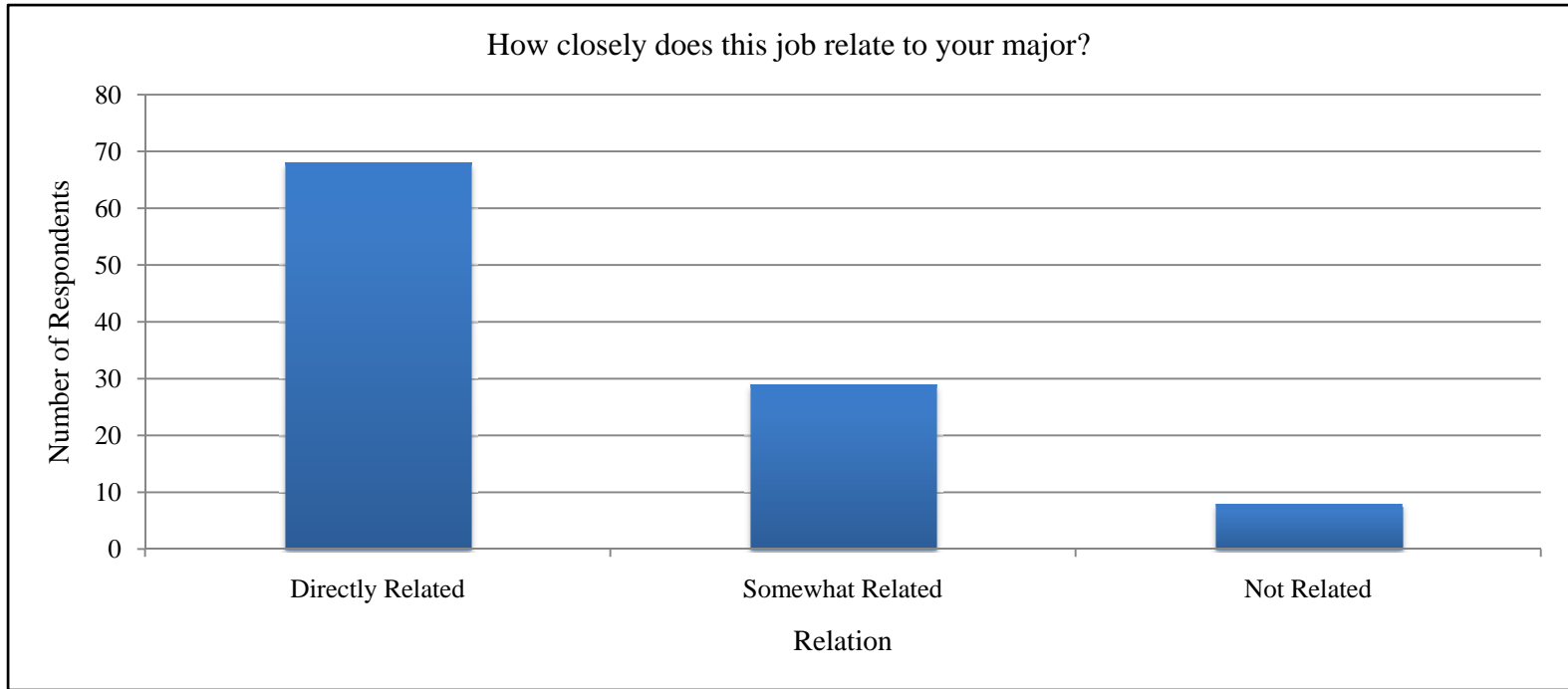


What type of position have you accepted?

Postions	Number of Respondents	Percentage
Full-time position	90	86%
Part-time position	9	9%
Freelance/Contract position only	5	5%
Temporary	1	1%
Total	105	100%

Please identify the primary industry you work in:

Industry	Number of Respondents	Percentage
Advertising	9	9%
Arts Management/Administration	0	0%
Arts Performance/Creative	1	1%
Arts Technical	0	0%
Business Administration/Management	0	0%
Education & Teaching	8	8%
Entertainment Management	0	0%
Event Planning	0	0%
Fashion	0	0%
Government & Civil Service	0	0%
Graphic Design	1	1%
Hospitality & Tourism	0	0%
Journalism (Broadcast & Print)	7	7%
Law/Legal Services	0	0%
Marketing	20	19%
Media Production (Audio/Radio)	0	0%
Media Production (Film)	0	0%
Media Production (TV/Video)	2	2%
Media Production (Web/Multimedia)	3	3%
Non-Profits	3	3%
Public Relations	9	9%
Sales	1	1%
Speech Pathology	7	7%
Writing and Publishing	18	17%
Other	16	15%
Total	105	100%

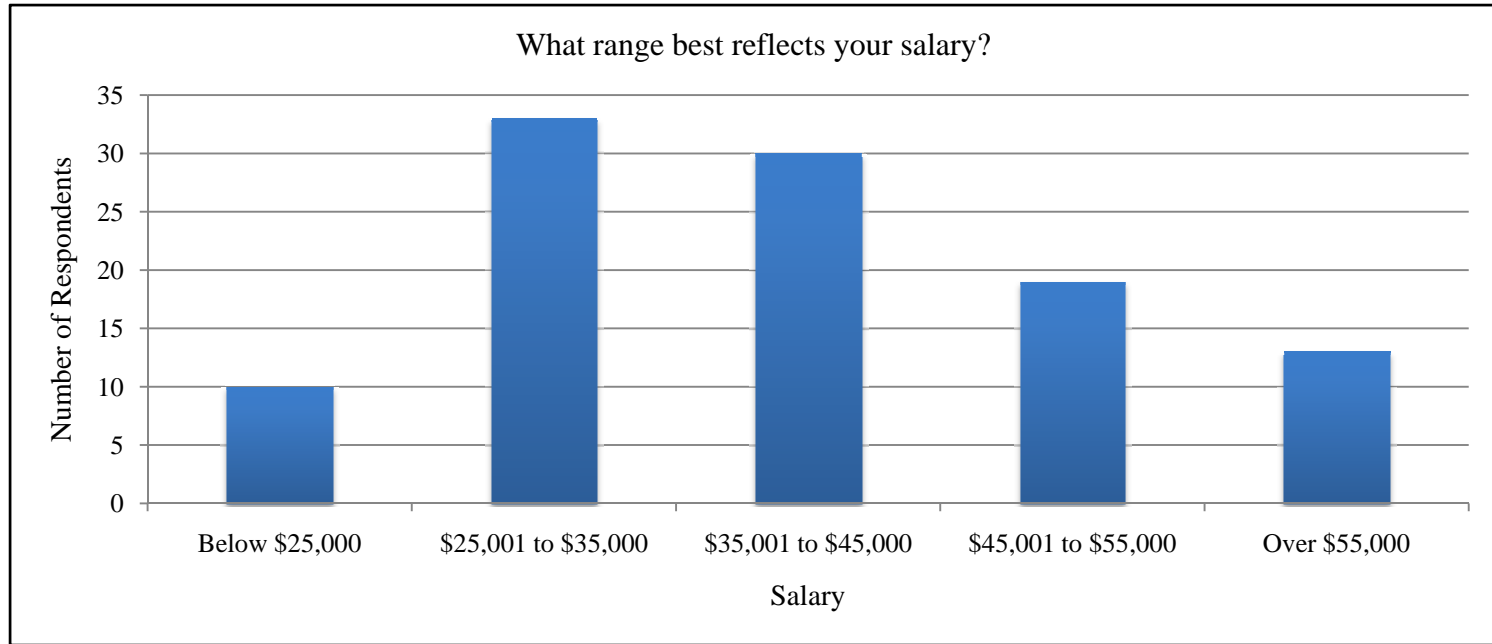


How closely does this job relate to your major?

Relation	Number of Respondents	Percentage
Directly Related	68	65%
Somewhat Related	29	28%
Not Related	8	8%
Total	105	100%

What was the primary resource you used to find this job?

Resource	Number of Respondents	Percentage
Networked through family & friends' industry connection	25	24%
Networked through Emerson industry connections (alumni/faculty/industry/professionals)	14	13%
Returned to a previous internship site as an employee	8	8%
Returned to a pre-Emerson employer	4	4%
Through a job posting online/newspaper/trade publication	24	23%
Career Services' online job board, Experience	1	1%
Career Services' on-campus recruiting	0	0%
Found job through a Career Fair - not hosted by Career Services	1	1%
Found job through a recruiter	4	4%
Applied directly to the company - I had no job lead	8	8%
Other	16	15%
Total	105	100%



What range best reflects your salary?

Salary	Number of Respondents	Percentage
Below \$25,000	10	10%
\$25,001 to \$35,000	33	31%
\$35,001 to \$45,000	30	29%
\$45,001 to \$55,000	19	18%
Over \$55,000	13	12%
Total	105	100%

Examples of Positions Acquired

Company Names and Job Titles

A-F

- Actualidad Económica, *Reporter*
- Adams & Knight, *Account Executive*
- Addison-Wesley, *Editorial Assistant*
- American Red Cross of Massachusetts Bay, *Program Manager*
- American Scientist : The Magazine of Sixma Xi, the Scientific Research Society *Assistant Book Review Editor*
- AMTdirect, *Marketing Specialist*
- Arnold Worldwide, *Account Manager*
- Art New England, *Production Editor*
- Beacon Press, *Production Assistant*
- Bell Pottinger USA, *Account Executive*
- Blanc & Otus, *Associate Account Executive*
- Bock Communications, *Consultant*
- Brigham's Inc., *Public Relations and Special Events Manager*
- Broward County Public Schools, *Speech Language Pathologist*
- Business Wire, *Editor*
- CASE Collaborative, *Speech Language Pathologist*
- CGI, *Consultant*
- Cone, Inc., *Assistant Account Executive*
- Connelly Partners, *Assistant Brand Manager*
- Continental Resources, Inc., *Marketing Communication Associate*
- Digitas, *Marketing Associate*
- Digitas, *Sr. Associate, Marketing*
- Eagle Community Credit Union, *eMarketing Specialist*
- Education Development Center, *Training and Technical Assistant*
- EF Foundation For Foreign Study, *Jr. Graphic Designer*
- Emerson College, *Instructor*
- Experience, Inc., *Editorial Content Producer*
- Four Mangos, Inc., *Marketing Consultant*

Examples of Positions Acquired

Company Names and Job Titles

H-O

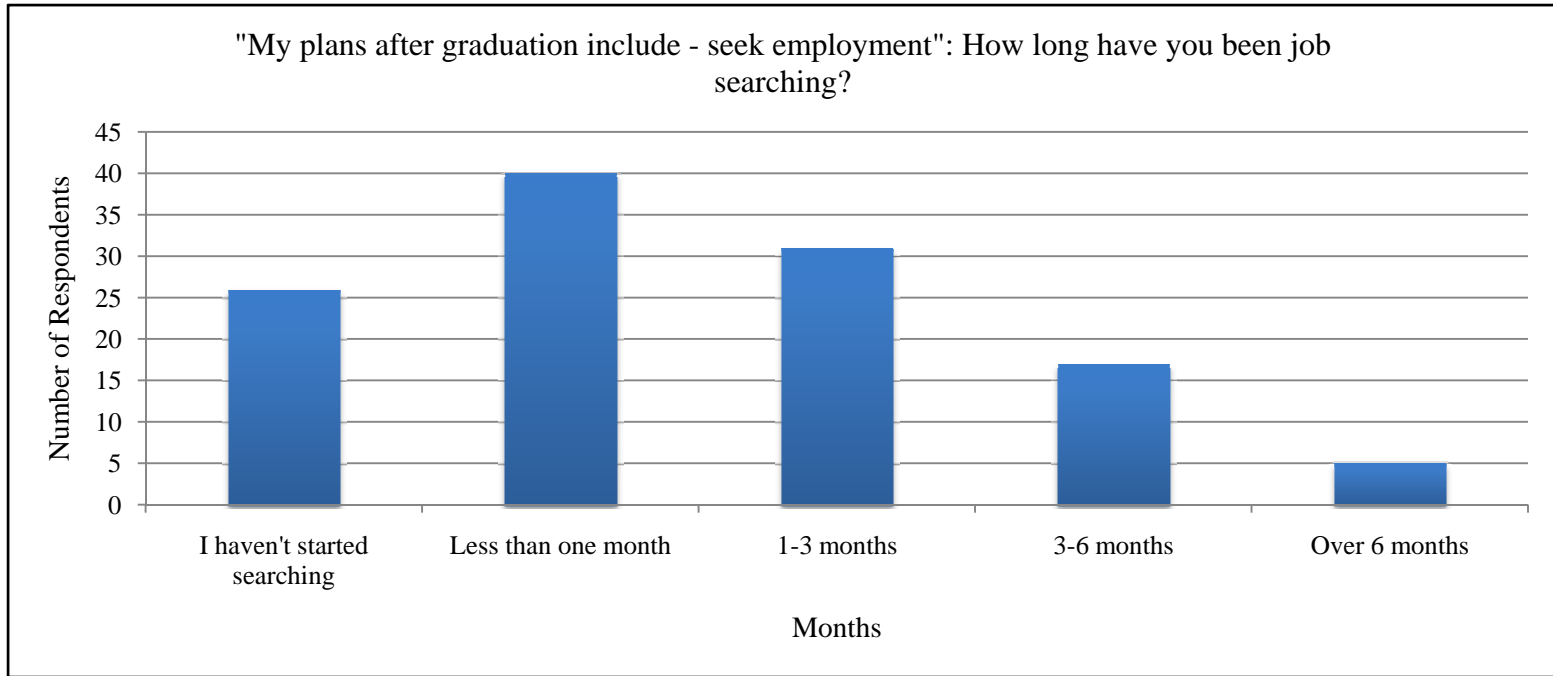
- Hachette Book Group, *Editorial Assistant*
- Harvard Business Press, *Publicist*
- Harvard Common Press, *Marketing Associate*
- Harvard University, *Assistant Editor/Writer*
- Harvard University, *Business Analyst*
- Harvard Forest, *Research Assistant*
- Hill Holiday, *Designer*
- Houghton Mifflin, *Production Assistant*
- Impact Porter Novelli, *Consultant*
- Integrated Media Management, *Public Relations Director*
- iProspect, *Search Marketing Specialist*
- Keller Williams Realty, Inc., *Administrative/Marketing Manager*
- KTVU, *Freelance Writer*
- Lifetime, *Broadband Editor*
- Maryland Public Television, *Audio Post Production Engineer*
- Massachusetts Medical Society, *Projects Coordinator*
- McGraw-Hill Companies, *Editorial Coordinator*
- Mediaedge:cia, *Account Executive*
- Methodist University Writing Center, *Tutor and Adjunct Instructor*
- Montachusett Regional Vocational Technical School, *English Teacher*
- Nefful, *Area Manager*
- The New England Institute of Art, *Marketing Coordinator*
- The New England Patriots, *Marketing Coordinator*
- News 12 The Bronx, *Assignment Desk Coordinator*
- North Shore Collaborative, *Speech Language Pathologist*
- Northland Investment Corporation, *Marketing Manager*
- Ogilvy & Mather, *Consultant*
- Optos North America, *Public Relations & Practice Marketing Specialist*

Examples of Positions Acquired

Company Names and Job Titles

P-W

- Parker Scheer LLP, *Associate Legal Marketing Director*
- Partners HealthCare, *Communication Consultant*
- Pearson Education, *Editorial Assistant*
- Pearson Education, *Project Manager*
- Pearson Education, *Technical Support Specialist*
- Pearson Education (Addison-Wesley), *Editorial Assistant*
- Pearson Education: Pearson Custom Publishing, *Assistant Editor*
- PennWell Publishing, *Product Manager*
- Philip Johnson Associates, *Assistant Account Planner*
- Raymarine, *Field Marketing Specialist*
- The Richards Group, *Brand Management*
- Sacred Heart School and Saint Francis Xavier School, *Drama Director*
- Schwartz Communications, *Assistant Account Executive*
- SDI Media, *Subtitle Editor*
- SNP Communications, *Account Director*
- The Soifer Center for Learning and Child Development, *Language and Speech Therapist*
- The Soifer Center for Learning and Child Development, *Speech Language Pathologist*
- Suffolk University, *Adjunct Faculty*
- SunDance Rehabilitation, *Speech-Language Pathologist*
- The Sun, *Sports Reporter*
- Trinity Communications, *Client Services*
- Tufts University School of Medicine, *Director of Corporate and Foundation Relations*
- United States Environmental Protection Agency, *Special Assistant, Public Affairs*
- United Cerebral Palsy, *Speech Language Pathologist*
- Vida Health Communications, Inc., *Project Manager*
- Weber Shandwick, *Account Coordinator*
- Wellesley Information Services, *Marketing Manager*
- WHDH-TV, *Producer*
- Wiley-Blackwell Publishing, *Assistant Acquisitions Editor*
- Wolf Greenfield, *Marketing Coordinator*
- WomenSportsGear.com, *Chief Reporter*



How long have you been job searching?

Months	Number of Respondents	Percentage
I haven't started searching	26	22%
Less than one month	40	34%
1-3 months	31	26%
3-6 months	17	14%
Over 6 months	5	4%
Total	119	100%

“My plans after graduation include – graduate or professional school”:
Examples of the types of graduate or professional programs pursued

- Columbia University – New Media Journalism, MS
- Simmons College – Information Science, MLS
- Texas Tech University – Theatre, Ph.D
- University of the Pacific McGeorge School of Law – International Law, J.D.